

REMARKS/ARGUMENTS

Favorable reconsideration of this application as presently amended and in light of the following discussion is respectfully requested.

Claims 3-19 are pending in this case, original Claims 1 and 2 having been cancelled by the present amendment, and Claim 3 having been amended by the present amendment. Amended Claim 3 is supported by the original claims. Amended Claim 3 adds no new matter.

In the outstanding Official Action, Claims 1, 2, 9, and 16 were rejected under 35 U.S.C. §102(b) as anticipated by Sato et al. (U.S. Patent No. 5,712,656, hereinafter "Sato"). However, Claims 3-8, 10-15, and 17-19 were objected to as being dependent on a rejected base claim, but otherwise were indicated as including allowable subject matter if re-written in independent form.

Applicants gratefully acknowledge the indication that Claims 3-8, 10-15, and 17-19 include allowable subject matter.

Claims 1 and 2 have been cancelled, making the present rejection on the merits moot.

Claim 3 has been amended to include all the limitations of the base claim and any intervening claims. Applicants respectfully submit that Claims 3-8 are in condition for allowance.

Claims 1, 2, 9, and 16 were rejected under 35 U.S.C. §102(b) as anticipated by Sato. Applicants respectfully traverse the rejection of Claims 9 and 16.

Claim 9 recites a display device including, *inter alia*:

a data conversion unit for selecting a write voltage equivalent to any one of white and black represented by a tone level of a normal display area based on a threshold voltage, and converting the selected write voltage into a write voltage corresponding to any one of a brightest white display and a darkest black display in the pixel portion

Sato discloses a liquid crystal display device wherein each liquid crystal cell (13) is associated with a memory element (100 in Figure 1, 110 in Figures 10, 14, 16, and 18). However, applicants respectfully submit that none of the embodiments of a liquid crystal display device disclosed in Sato include a data conversion unit, as recited in Claim 9. Applicants respectfully submit that there is no teaching in Sato to select a write voltage based on a threshold voltage, nor to convert a selected write voltage into a write voltage corresponding to any one of a brightest white display and a darkest black display. Thus, applicants respectfully submit that Sato does not teach a data conversion unit for selecting a write voltage equivalent to any one of white and black represented by a tone level of a normal display area based on a threshold voltage, and converting the selected write voltage into a write voltage corresponding to any one of a brightest white display and a darkest black display in the pixel portion. Since the cited reference does not teach each and every element of Claim 9, Claim 9 is believed to be patentable over the cited reference.

Claims 10-19 are dependent from Claim 9, with is believed to be patentable over the cited reference. Thus, Claims 10-19 are also patentable over the cited reference.

Accordingly, the outstanding rejections are traversed and the pending claims are believed to be in condition for formal allowance. An early and favorable action to that effect is respectfully requested.

Respectfully submitted,

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